

Remnants—The radical reductions offered during our Price Drop Sale are bound to result in hundreds of desirable remnants. Keep in close touch with the Remnant Tables. Remnants are featured for Greater Popular Day.

18TH YEAR.

"THE POPULAR"

EL PASO, TEXAS, WEDNESDAY, MAY 12, 1920.

TEXAS' MOST HOMELIKE AND PROGRESSIVE STORE.

Mail Orders—Mail order customers are especially invited to take advantage of our Price Drop Silk Sale. This is a most unusual opportunity, so be sure to take advantage of it. See Tuesday's Herald for prices.



Street Floor

SILK BAGS, \$4.95
Values extraordinary in women's excellent quality more bags. These come in novel shapes—all the wanted colors—made of substantial weight silk, prettily lined and fitted with coin purse and mirror. Values to \$8.50, Greater Popular Day Special for **\$4.95**



VEILS, \$1
Shetland Finished Veils in a host of novel meshes, in black, white, brown, grey, and purple. Kinds that are ideal for Sports and Motor wear. Each **\$1**



NECKWEAR, \$1
Be sure and see a big table filled with gimpes, etc. Net organdie and georget in pleasing designs in white and pastel colorings. Special values **\$1**

BEADS, \$1.95
For Greater Popular Day we feature a special purchase of novelty bead necklaces. They show rich colorings, in a host of novelty effects that have all the appearance of the more expensive kinds. They will add a finishing touch to the Summer blouse or frock. Extra special at **\$1.95**



STATIONERY, 59c
An exceptional value in this cabinet, containing 48 sheets of excellent quality writing paper, with envelopes to match. White, pink, blue, and buff colorings, assorted in each box. Specially priced at **59c**

Toilet Articles
Talus Olive Foam Shampoo, Special 39c
Nadine's, Special 39c
Evening Jasmine Face Powder, Special 39c
Lavoris, Special 39c
Palm Olive Rouge, Special 39c
Mascillo, Special 39c
Mary Fuller Nail Polish, 19c
Cotique Soap, Special 21c
Dier Kim Talcum, 21c
First Quality Hot Water Bottles and Fountain Syringes, \$1.45

FREE



We invite you to come Greater Popular Day and see free demonstrations of Wizard Mops and Oil. A dust cloth will be given with each \$1.50 purchase of Wizard products. Wizard products do not live up to their reputation. —6th Floor.

Mid-Summer Millinery

Dress, Afternoon and Sport Hats at \$12.95



To add interest, for Greater Popular Day, to our Midsummer Millinery opening, we offer a wonderful value. You can choose from:
Black Maline Dress Hats, trimmed in Jet, Flowers and Burnt Goose.
In the offer you will find models from Fisk, Cecile, Gage, and Sallinger.
A special underpriced purchase accounts for the attractive low price of **\$12.95** —5th Floor.

The Girl's Own Shop Silk Dresses

THIS affords every girl the opportunity of having a beautiful silk frock at less than Mother could make it at home. The drop in the price of silks naturally effects these garments, therefore the values are nothing short of being wonderful. Youthful frocks of Taffeta, Pongee and Georget, in elegant colorings and tastefully trimmed. Sizes 6 to 14, and 13 to 17 years.

Values to \$17.50 at **\$10.75**
Values to \$27.50 at **\$14.75**
Values to \$32.50 at **\$19.75**
Values to \$39.50 at **\$24.75**

Silk Mull Teddies

For Greater Popular Day we offer an extra special in Silk Mull Teddies. These come in dotted or striped patterns, lace trimmed or tailored. A regular \$2.50 value, special at **\$1.85** —Third Floor.

Extra Special High Grade Oxfords, \$9.50

FOR Greater Popular Day we will give you an opportunity to supply your Summer needs in stylish Oxfords at a low cost. These come in black, taupe and gray, in patent, suede and black kid. The styles are one-yelet ties, and tongue pumps. All have Louis heel. The Special Price for Greater Popular Day is **\$9.50** —Second Floor.



Greater Popular Day Specials in the Popular Boys' Store



Boys' Khaki Knickerbockers at \$1.25

FOR wear all through the Summer a boy should have many pairs of these serviceable knickers. They are very durable, being made of extra good, heavy quality khaki cloth and strongly sewed. In all sizes at **\$1.25**

One-Piece Play Suits for Kiddies at \$1.35

Save the kiddies' good clothes by dressing them in these practical garments during the play hours. They are made of blue denim, hickory stripes, twills and khaki. Blue and white stripes, trimmed with contrasting colors. Long sleeves, ankle length, sizes 2 to 8 years. Special for Thursday **\$1.35**

Drapery Department

PABCOLIN, 85c PER SQ. YD.
As a Greater Popular Day Special we offer Pabcolin, the floor covering which has become so popular with our patrons. It is laid free on all floors, with the exception of bath rooms. This ideal floor covering wears as well as the best printed linoleum, and the patterns are splendid. This is a good opportunity to secure Pabcolin, special at per square yard, for Greater Popular Day **95c** 4th Floor.

Extra Special Thursday Special—Boys' Two Pants Suits at \$15

HERE is good news for every mother who reads this ad. If your boy is in need of a new suit, the quality kind, with extra knickers, lined throughout and made of good, serviceable fabrics that insure long wear. The models are extremely smart, the tailoring far better than suits at this price usually afford. You owe it to yourself, to your purse and to your boy to see these suits; the values are remarkable and not to be found elsewhere. See them at our Greater Popular Boys' Store on Greater Popular Day.

At \$15.00

Coolmoor Porch Shades.

Coolmoor porch shades protect and ornament your porch. They are slatted shades, keeping out the wind and sun. These we hang and adjust without extra charge. The prices and sizes follow:
4x7.6 Coolmoor Shades, at \$ 3.40
6x7.6 Coolmoor Shades, at \$ 6.00
8x7.6 Coolmoor Shades, at \$ 8.00
10x7.6 Coolmoor Shades, at \$11.00



Fifth Floor—Voile Dresses At \$12.50

ABOVE we illustrate two of the twelve styles you will find in a recent underpriced purchase of voile dresses.

These dresses are fashioned of the fancy figured voiles, in color combinations of black and white, blue and white and brown and white—and some have touches of bright colors. They are trimmed with organdie and lace—some have messaline belts—some have ribbon trimmings. They are charming in their simplicity, the styles splendid and the assortment so varied as to appeal to any individual taste. Come tomorrow and make your selection from one of the twelve styles you like best at the Greater Popular Day Price of **\$12.50**

Summer Dress Special—One Day Only

DO NOT delay any longer selecting your new Summer frock. Besides the special noted above in voile dresses, we offer a choice of the season's best styles in taffetas and georgettes. There is a most attractive color range in the taffeta dresses—this including stunning models in both light and dark color combinations. The georgettes are the newest models in printed georgettes of beautiful quality. There are trimmings of lace, metallic threads, ribbons, knife and accordion pleatings. Taffetas and georget dresses in values to \$27.50. Special for tomorrow only **\$17.00**

One Suit Special—One Day Only

WE invite you to come tomorrow and make your selection from one of the season's best styles in moderately priced suits. These suits are ripple or straight line models, the coats being beautifully lined—the skirts cut on splendid lines. There are serge suits of good quality—most of them dark blue—but some other colors are included. Values to \$44.50 for Greater Popular Day **\$23.75**

Blouse Shop Still Greater Values for Greater Popular Day

Tricolette Blouses \$3.95

Tricolette our blouses in all the wanted colors in regular \$4.95 values, in a Greater Popular Day Special at **\$3.95**

Smocks at \$2.45

This price is the bare cost of the material and making. They come in Japanese Crepe and rayon cloth, all colors are offered in regular \$4.00 values. Greater Popular Day Special **\$2.45**

Sweaters, 2 Lots

No. 1—Fleece Sweaters in slipover and coat styles in a good range of colors in \$16.50 and \$17.50 values. Special at **\$10.95**
No. 2—Fleece sweaters in the new Tuxedo, Tux-ripple and slipover styles, in a full range of colors are offered in values to \$25.00 and \$26.00. Greater Popular Day Special **\$19.50** —5th Floor.

Men's Furnishings

\$12.50 Silk Pajamas for \$6.95

WE offer fancy brocade and jacquard patterns of silk and fiber mixtures of men's fine pajamas. You will find in this lot the following colors: White, pink, blue, helio, and tan, all well made and some finished with silk frogs and fine pearl buttons. Choice for Greater Popular Day **\$6.95**

Men's Leather Belts, 50c

The regular price of these belts is 75c. They are genuine leather in black, tan and gray. We offer them for Thursday at only **50c**

\$2 and \$2.50 Underwear for Only \$1.45

Athletic shirts and knee length drawers, of a fine, lightweight seiset, with colored stripes of blue, helio, and gold. You will find \$2 and \$2.50 garments in this lot for only **\$1.45** —Street Floor.



Men's and Boys' Shoes

FOR Thursday only we offer as Greater Popular Day Specials Two big Oxford values from our Men's Shoe Department.

Special No. 1—In lace Oxfords at \$12.00 a pair you have choice from two of the season's latest models.
THE BELMONT, a custom last, made in a new light shade of Russian calf—with flat fore part and low heel.
THE COMET, a perfect fitting combination last, with medium round low toe and one inch solid leather heel—in mahogany and Russian calf—these are both Slater models—unusual values at **\$12.00**
Special No. 2—Men's Oxfords at \$7.50 a pair, including English and medium toed lasts, in gun metal calf, dark mahogany leather and tan calf skin, also including two Russian models in gun metal and tan calf. Nothin sales and rubber heels. Special at **\$7.50**
BOYS' OXFORDS
Boys' spring heel, brown elk Oxfords. Sizes 2 1/2 to 7 1/2. Special for Greater Popular Day **\$3.45**

Three Luggage Specials

HOFF FIBER MATTING CASES

Hoff waterproof fiber matting suit cases, come in 24-inch size. These are strong and durable. We make them a Greater Popular Day special at **\$2.45**

MATTING SUIT CASES

Japanese matting dress suit cases are shown with neat lining of cretonne with shirred pockets in top and at both ends. There are light in weight and most serviceable. They come in 24-inch size—a Greater Popular Day special at **\$4.95**

IF YOU are planning a summer vacation, Greater Popular Day will be an opportune time for you to become acquainted with the unsurpassed service you will find in our Luggage Shop. Particular stress is laid on the fact that it is here you will find Hartmann Wardrobe Trunks, Mendel, and Wilt Gable-end Trunks. —2d Floor.

Down-Steairs Extra! Extra!

A Summer Dress for Any Occasion for Only

Ten Dollars

WE are offering for Greater Popular Day beautiful dresses of Taffeta, Georget, Foulard, Crepe de Chine, Satin; some Taffeta and Georget combinations. They are made after the latest models, surplice waists, short and three-quarter sleeves, skirts plain and draped overskirts. These dresses are trimmed with ruffles, knife pleatings, flutings, lace, braids and buttons, many made with belts. The colors are rose, navy, Copenhagen, flesh, white, gray, green, plum, taupe, brown, in fact, all the wanted colors.

Extra Special

\$10.00



SILK FIBER SWEATERS

These come in all the wanted colors, green, purple, gray, pink, light blue, tan and yellow and are made in all the latest weaves. Special **\$7.95**

WASH DRESSES FOR CHILDREN

New line of wash dresses for children. They come in sizes 2 to 6 years, in blue, tan, brown and pink, are trimmed with buttons, embroidery and some have silk cords around the collars. Special **\$1.95**

MILLINERY AT \$3.95

The Basement Millinery Dept. has just received a new line of \$3.95 Georget Hats in pink, sea green, lavender and white. The brims are knifed pleated and they are prettily trimmed in flowers and fruits. Special **\$3.95**

CHILDREN'S SOX

Children's Oxy Sox, made of high grade mercerized lisle in white with fancy rolled tops. All sizes. Special at **29c**

CHILDREN'S HOSE

Children's Hose, made of extra finished lisle, extra long legs; colors white and brown only; full range of sizes, all slightly imperfect. 35c the pair, 2 pair for **\$1**

WOMEN'S HOSE

Women's Hose, good grade cotton lisle, full fashioned; these come in white and black in all sizes. All have slight imperfections. 35c the pair, 2 pair for **\$1**

DUST CAPS

Dust Caps in Dutch effect, in blue and pink, made of percale with elastic. Special **39c**

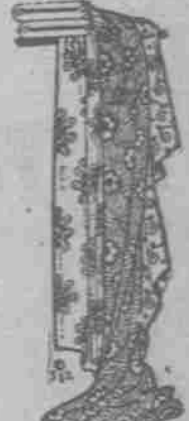
Xtra Special

Gingham, the popular wash fabric of the season, in checks and plaids, 27 inches wide at the yard. **27 1-2c**



Drop Price Silk Sale

NO other item in our Greater Popular Day is of more interest than our present Drop Price Silk Sale. Every yard of silk in our Greater Silk Department is offered at attractive reductions. Some of the specials are:



Sheer Weaves

Figured Georget—Most popular for Summer wear. Values to \$5 the yard, Price Drop Sale **\$2.59**

Plain Georget—We feature plain georget in two qualities—\$3 values, Price Drop Sale, yd. **\$1.69**

\$3.50 val., Price Drop Sale, yd. **\$2.59**

Indestructible Voile—In all shades, Price Drop Sale, yd. **\$2.95**

Foulards—Foulards are unquestionably the silks for service and style. We offer an unusual assortment of beautiful Foulards. Cheney Bros.' 40-inch, the standard of Foulards for half a century. Regular \$4.95, Price Drop Sale, yd. **\$2.95**

Novelty Pany Willow Taffeta—The Silk de Luxe—for wear, for style, for beauty. \$7.50 values, Price Drop Sale, yd. **\$4.95**

Novelty Silks

1500 yards of Novel Plaid and Striped Taffetas and Satins. This is a special purchase, and every yard sold up to \$4.50. Price Drop Sale **\$2.79**

Silk Messaline

36-inch all silk Messaline. We offer as an Extra Special, 36-inch all silk Messaline, worth regularly \$5. Price Drop Sale **\$1.95** —Limit 15 yards.

Extra Special

Now is the time to make Summer Underwear. We offer underwear Crepe de Chine in white, pink and flesh, 33 value. Special Price Drop Sale, the yard **\$1.69**

Extra Special

We offer regular \$3 Crepe de Chine, 40 inches wide, shown in nearly all shades, including white, flesh and pink, \$3 value. Price Drop Sale, the yard **\$1.69**

Oriental Pongee

The ideal Summer Silk for all kinds of serviceable wear. We offer 1000 yards of all silk Oriental Pongee, worth today \$1.50 the yard, Special Price Drop Sale **98c**

\$12.50 and \$15 Pumps At \$7.50

WE continue for Greater Popular Day the sale of our fortunate purchase of high-grade pumps.

You have choice of white washable kid in one-yelet ties, in either plain toe or imitation tips; black kid pumps with patent leather vamp and satin counter; all satin pumps are here; suede pumps in several colors are shown also. There are also four different styles in all kid pumps. They come either in full Louis or 1 1/2 fashionable Baby Louis heel. These are offered in a full range of widths and sizes.

They conform to fashion's requirements and are regular \$12.50 and \$15.00 values. On sale tomorrow in the Downstairs Store Shoe Section at **\$7.50**